Camelina **TM**

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Camelina Plan 2020

# Introduction

This document highlights the new strategic direction for Camelina in 2020 and beyond. It contains the business areas of Camelina, the minutes and action points from the meetings with our Strategy Consultant and Reading Enthusiast, and the revamp of [www.camelinaa.com](http://www.camelinaa.com). It is a comprehensive document with the goal to highlight action points and the way forward.

## Books

1. Write preschool books and children’s books (8 books in our portfolio)
2. Get other authors to write books under the Camelina name
3. Write and publish beautiful illustrated books
4. Technology
   1. Form partnerships with Edu-tech companies like WhiteBoard, to bring Camelina books to schools
   2. Contact with foundations like WorldReaders.org, Bill & Melinda Gates Foundation, Google
   3. Build an app – that links reading apps together and makes recommendations
   4. Contact telecoms companies- over 40 million Nigerians on phones
5. International/mainstream publishers for Camelina Books
6. Get our books on the New York Times Best Seller
7. Engage in book tours, visit book stores, libraries, book fairs (GTB Library, Book Worm, Iread)
8. Partnership with Lagos State Government and other ministries of Education
9. Partnership with organizations like United Way, Coca Cola, Dangote Foundation, GTB, Promasidor, Diageo to have them print 5000 plus copies of Camelina with their logo
10. Donate to libraries, religious houses, schools, orphanages, etc
11. Distribution channels to be discussed on Merchandizing (E-commerce website and online sales sites)
12. Soft copy of Singing Camelina available on [www.amazon.com](http://www.amazon.com)

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **Name of Book** | **Illustrated** | **Published** |
| 1 | Singing Camelina | Yes | Yes |
| 2 | Timi the Fish |  |  |
| 3 | Bedtime Stories |  |  |
| 4 | Celebrate Lagos with Camelina |  |  |
| 5 | Magnus The Willing Wise Man | Yes |  |
| 6 | Camelina Learns About Money |  |  |
| 7 | Camelina and her colourful shoes | Yes (horrible pics) |  |
| 8 | Camelina and her guitar (co-author) |  |  |
| 9 | Camelina and Nigeria Heroes |  |  |

## Mini Libraries

1. CSR document developed in 2018 and has been set to some banks. Need to send it out to more organizations and banks
2. Read&Think Libraries around in one-shop centers across densely populated areas. Sponsored by organizations and interested individuals.
3. Mini Libraries to include:
   1. Beautiful and bright books
   2. Solar enabled electricity
   3. Colourful chairs and tables (made from recycle material like tyres)
   4. Colourful sofa (made from recycle material like tyres)
   5. Bright paint
   6. Cross ventilation
4. Goal 2020: set up 5 mini libraries
5. Possible donors (Powered by Coca Cola, Chi, etc)
6. Recruit libraries, Reading Enthusiast from NYSC
7. International donors such as
   1. Efiwe.org
   2. Worldreaders.org
   3. Bill & Melinda Gates Foundation
   4. Rachel Owhin(Veronica Martin)
   5. O’sheho
   6. Mariam – Saudi Arabia
   7. UNESCO
   8. Google
   9. Interswitch

## Reading Clubs

1. Jumoke presently in 7 schools reading to 141 children on a weekly basis
2. We need to train more Reading Enthusiast
3. We need to recruit Reading Enthusiast (Jumoke to determine). On a commission basis
4. There are 200 schools in Satellite town (we will cover 40 schools in 2020)
5. Till date, Camelina has read with/to over 500 children
6. Camelina goal is for every Nigeria child to read – we need to scale up, we need technology for this.

## Reading Camps

1. Partnership with schools to hold camps; day reading camps that will be paid for! This will increase Camelina reach and ensure more kids are reading.
2. Schools in Satellite town- where Camelina will tip from
3. Partnerships with organizations to increase spread of Camelina (Bookworm, United Way, UNESCO, etc)

## Merchandize

1. Notepads
2. Bags
3. Stickers with inspirational themes (Free downloads on SM and website)
4. Posters for schools and cars
5. Face caps
6. Pencil cases
7. Pens, Pencils, Sharpeners, Erasers
8. Ludo game board
9. Snakes & Ladders game board
10. Christmas Cards (for donation)

## Consulting

Our Edu-consulting arm works with schools to develop reading clubs, camps and libraries. We help imbibe a reading culture through our processes and passion; and recruit Reading Enthusiast and/or train current teachers. Our project runs from 1 week to 3 months depending on the expectation of the school

## Animation

1. Youtube
   1. Have Jumoke/Tolani do videos of Words in sync with Nigerian games (ten-ten;
2. Fisayo help with animators
3. Guru.com; freelancer.com
4. TV – NTA (Mrs Olufade, Channels, EbonyLife)
5. TV – DSTV, GoTV
6. Camelina Theme Song
7. Camelina Logo (Mascot)

# CamelinaLand

(See CamelinaLand document)

# November 16 Strategy Meeting Minutes & Action Points

Alo Momoh asked what is the culture of Camelina. How do I want Camelina to be perceived?

Ani’s response:

Brand Promise

1. Passionate
2. Focused
3. Pushing Boundaries with Education in Nigeria
4. Serious yet playful
5. Embracing

Alo “How would you put all these in one ball”

Ani’s response:

Brand Identity

1. Consistency of our products
2. Quality of our books
3. Attractive of our illustration and print
4. Our Illustrations are beautiful, bright, welcoming and friendly

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| --- | --- | --- | --- | --- |
|  | Action Plan from November 16 Session |  |  |  |
| Company | Camelina | Responsible Party | Completed on what date | Comments |
| CAM | Camelina |  |  |  |
| CAM | Frame out plan for 1 day camp in Satellite town | Ani |  |  |
| CAM | Frame out plan for Cameling Edu-Consulting, Teaching literacy and recruit passionate reading coaches 5k per school | Ani |  | Pack to include |
| CAM | Buy bags to brand Camelina | Ani & Tolani |  |  |
| CAM | Set up Camelina on Facebook | Ani & Tolani |  |  |
| CAM | Develop 5 Social Media Content for Camelina | Tolani |  |  |
| CAM | Develop 10 blogs and SM content | Ani |  |  |
| CAM | Design stickers with inspirational themes (for printing). Actually this has already been designed - Alo to revamp | Aloaye |  | Alo has design from back of note pads |
| CAM | Print stickers - Camelina picture/logo to be part of stickers - Ani to get quote | Ani |  |  |
| CAM | Stickers to go on social media as free downloads for parents to inspire children into greatness | Ani |  |  |
| CAM | \*Design Christmas card with Tree using Fruit of the Spirit | Aloaye |  | Back of the card to read "Your purchase of these cards is helping to build libraries and provide early intervention literacy to the African child" |
|  | Design badges (attractive) | Aloaye |  |  |
| CAM | Complete registration of Singing Camelina on Jumia | Ani & Tolani |  |  |
| CAM | Register singing Camelina on buybooks.ng Tolani to call 09060004528 |  |  |  |
| CAM | Register Singing Camelina on Konga.com |  |  |  |
| CAM | Design e-card for Camelina | Aloaye |  | Tolani to also produce |
| CAM | Design poster for Camelina | Aloaye |  | Tolani to also produce |
| CAM | Jumoke to develop context for synonym book | Jumoke |  |  |
| CAM | Jumoke to develop content for 3 letter word books | Jumoke |  |  |
| CAM | Jumoke to send names of 200 Satellite schools | Jumoke |  | These schools will be branded with stickers /posters of Camelina |
|  | Jumoke to paste Camelina stickers and posters on all schools | Jumoke |  |  |
| CAM | Set up printer | Tolani |  |  |
| CAM | Sign on Singing Camelina on Amazon | Tolani |  |  |
| CAM | Sign on Singing Camelina on Kindle |  |  |  |
| CAM |  |  |  |  |
| CAM |  |  |  |  |

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|  | Christmas Card Tree Design Concept |  |  |  |
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|  |  | Jan = Love  Feb = Joy  Mar = Peace  Apr = Patience  May = Kindness  Jun = Goodness  Jul = Faithful  Aug = Meekness  Sep = Self-Control  Oct = Courageous  Nov = Polite  Dec = Generous  S |  |  |
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# [www.camelinaa.com](http://www.camelinaa.com) New Content

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| About  (FLASH COMMENTS – Over 500 children reached by Camelina Reading Clubs and Camps…  Camelina Reading Clubs goes where no reading club wants to go. We have read along with Special needs students in Lagos Public schools) | It is universally agreed that our children are the leaders of tomorrow. They are the voice of the future and the hope for the lost generation. The dilemma we now face is how to raise tomorrow’s leaders while reading and thinking have taken back stage to other forms of entertainment.  The mission of Camelina **TM** is simple and straightforward. It is to raise tomorrow's leaders who are of noble character and knowledgeable in their spheres of influence through **reading**. The convergence of these two attributes are the fundamental building blocks for the development of a flourishing Nigeria and Africa, which we all yearn for.  We are here to change the narrative – we believe in our children, we believe in our nation and we are optimistic that through reading and application, Africa will be catapulted out of mediocrity  We are convinced that with the establishment of reading clubs and camps in schools across the nation, children will be energized to read, think and act positively.  Under the Camelina**TM** brand, we have beautifully illustrated children’s books, and have set up Reading Clubs in public and private schools, densely populated areas and Reading Camps. In addition, we are committed to setting up mini-library centers in busy Nigerian cities. These mini-libraries will act as a safe haven for the children and intellectual hubs where reading and thinking is encouraged. The prominent goal of Camelina**TM** is to promote a reading culture and encourage children and parents to love reading.  At present, Camelina **TM** has read to and long with over 500 children (future leaders) in schools from Bariga to Badagry and we are committed to reaching millions of children have limited or no access to reading material. |
| Camelina Products |  |
| * Books | Singing Camelina is joy filled book for 0-5 years old about a young girl who loves to sing. She sings everywhere she goes and is healed by singing.  Ecopy of Singing Camelina can be purchased on Amazon.com  Hard copies from Amazon.com; Jumia, Konga  Other books to be published soon “Magnus, The Willing Wise Man and Celebrate Lagos with Camelina” |
| * Reading Clubs | Over the years, Reading Clubs have been set up in the following schools   |  |  |  | | --- | --- | --- | | 1 | Eva Adelaja Girls School – Bariga | Public School – Bariga | | 2 | Bishop Oluwole Memorial Primary School | Public School – Iju | | 3 | All Saints Primary School | Public School – Iju | | 4 | Fred Williams Primary School II | Public School – Iju | | 5 | Iju Station Primary School | Public School – Iju | | 6 | St Kizito Primary School 1 | Public School – Iju | | 7 | ST & T Primary School | Private School – GRA, Ikeja | | 8 | Bookman British Schools | Private School – Satellite Town | | 9 | Biyik Schools | Private School – Satellite Town | | 10 | Precious Green Stone School | Private School – Satellite Town | | 11 | KingSharon School | Private School – Satellite Town | | 12 | Geneville School | Private School – Satellite Town | | 13 | Adeniyi Goodwill Private School | Private School – Badagry | | 14 | Yeolan Schools | Private School – Badagry | | 15 | Accoed International School | Private School – Badagry | | 16 | Cedarville Montessori School | Private School – Badagry | | 17 | Star of Africa International School | Private School – Badagry | | 18 | Lightbearers School | Private School – Badagry | | 19 | Dantop International School | Private School – Badagry | | 20 | Beulah Schools | Private School – Badagry |   Please contact us (link) to set up a reading club in your school. |
| Reading Camps | The reading camps are hypercharged days for the children, where all the senses are stimulated to promote reading. Traditional books, Books with CDs, Story Telling and Inspirational Movies like Akeelah The Bee. The children engage in group activities such as Puzzles, Drawing (it’s a shock to note that many children have never drawn), Ludo, Chess and Dramatization.  ***The Reading Camps are an opportunity for organizations and interested individuals to sponsor and enrich the lives of the Nigerian child. Please contact us at*** [***books@camelinaa.com***](mailto:books@camelinaa.com) ***and +234 805 13 12345*** |
| Mini Libraries | Camelina Think&Read Libraries are centers of excellence and a safe harbor for children to read and be inspired. These libraries are beautiful and simple rooms filled with books and designed to promote curiousity.  ***The Mini-Libraries are an opportunity for organizations and interested individuals to sponsor and enrich the lives of the Nigerian child. Please contact us at*** [***books@camelinaa.com***](mailto:books@camelinaa.com) ***and +234 805 13 12345*** |
| Merchandize | 1. Face Caps 2. Camelina Bags 3. Stickers with inspirational themes 4. Badges 5. Christmas Cards 6. Note Pads |
| Consulting | We help companies set up reading clubs, camps and libraries and along the schools own the process.  This ensures that reading becomes embedded in the school. And, it fulfills our goal at Camelina for there to be a reading club in every school irrespective of economic status of the child. We are committed to having reading clubs under trees, in small corner shops. The purpose is for our children to read and think and be curious about the world. |
| Blogs | Hyperlink to Blogs |
| Our Pledge | 1. To be an individual of good character and integrity 2. To speak the truth at all times 3. To have self-control and to respect people and their property 4. To be loving, joyful, peaceful, patient, polite, kind, good and gentle to everyone I meet daily |
| Testimonials | Commendations from Parents and Educationists  \*\*Video testimonials on Reading Camp 1 and 2 (attach link to video)  My daughter rarely speaks the truth, but the little time she spent with the club really made her a new person entirely. I am highly impressed.  Mrs. Ogunwade (Daughter at Yeolan Schools)  It is a well organized club which is comprised of 15 leaders of good reputation and integrity. How I wish the founder can increase the number of from 15 to 25  Dr. G.A. Adeniyi (Proprietor, Adeniyi Goodwill Private Schools)  I thought it was a club that is set up to exploit money from the Parents but what I witnessed is beyond my expectation. I advise that you enroll your children. God bless the founder and the entire members of the club.  Mrs. F. Adebola (Daughter, Accoed International School) |
| Camelina Team | Ani Idowu Profile  Clementina Thomas profile  Niyi Animashaun profile  Osheho Toweh Profile  Jumoke Oteju Profile  Zanzi Profile?  Rachel Owhin Profile? |
| Gallery | Pictures and videos from Reading Clubs, Camps, etc |
| Contact Information | [www.camelinaa.com](http://www.camelinaa.com)  [books@camelinaa.com](mailto:books@camelinaa.com)  17 Sowemimo Street, GRA, Ikeja, Lagos ?? (Get new address)  Twitter and Instagram: @camelina\_books |
| Make a donation | To improve the lives of Nigerian child, make a donation…   1. Order Christmas Cards – proceeds from the card support the establishment of reading centers |